

Maido Enterprises Pvt. Ltd.

PRESS RELEASE

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Indian designers trained in Japan, wins the Good Design Award (GDA), Asia's most prestigious design award for the travel diary "Been There Done That"



Bascos Design Marketing Private Limited (Bascos Japan), a Mumbai based Design Studio together with La Ditta Limited a publishing house, and editorial consultants Espresso Limited both based in Tokyo, created a unique travel diary – 'Been There Done That' (BTDT) – A Checklist of Your Travel Life, which won the Good Design Award, Asia's most prestigious design award.

The prize, the Good Design Award 2010 (GDA), was awarded to Bascos Japan, and was presented to Indian designer Kunal Chandak who flew to Tokyo to receive the Award on behalf of the entire team. The award ceremony took place at Tokyo Midtown on 10 November 2010.

This was the first time Indian designers who collaborated with teams in Tokyo, won the Good Design Award. Now, BTDT proudly carries the 'G-Mark' which reflects the fact that the Good Design Award was awarded to the publication. A GDA judge from Japan Industrial Design Promotion Organisation (JIDPO) commented:

"This truly unique travel diary brings out a new angle of perspective of travel through by encouraging exciting discoveries for the traveler. It is an item that can be referred later to look back at one's travel footsteps and history and enhances the motivation towards traveling more. It has a unique intellectually stimulating effect, and is expected to see demand as a gift item. From the product quality to the user-friendly graphics, and its beauty in its preciseness leaves an overall wonderful impression."

JIDPO hands out the awards, symbolised by the Good Design trademark (The G-Mark), to outstanding Japanese designs each year, chosen by a team of judges made up of top designers and architects. The criteria entries are evaluated against is not just pioneering design, but also how they solve the user's problems, and whether they lead the owner to discover a prosperous lifestyle. Not only is the Good Design Award the highest and most respected award in Asia, there are more than 70% of Japanese consumers that recognize the G-Mark as a sign of excellence and quality.

In 2010, there were only 3000 entries to the Good Design Award, 3000 of the best designs in Japan. Just over 1000 entries are awarded the Good Design Award, and BTDT joins an impressive range of amazing designs.

BTDT is a compilation of simple checklists starting with the countries of the world, World Heritage, wonders of the world, flights and many eye-opening

lists to follow. As and when you have 'Been' or 'Done' it, you can simply tick it off. The diary encourages you to take down notes, rate them and even make a list of your won. It is not only a complete solution to record your travel, but a highly educational book.

"I believe it is the extensive potential in the concept of this book, never seen before, has brought us to where we are today. Thanks to our creative team, the immense data related to travel has been laid out in such concise manner without compromising its simplicity and beauty. " Dipti Hanako Kambe, Art and Editorial designer comments.

Commented Anuj Jodhani, Director of Maido Enterprises Private Limited and project director on BTDT, "We are proud to be associated with the BTDT project here in India, as we are in the business of bring Japan and India closer and this is the perfect example of the potential of combining the energies of both these wonderful nations"

BTDT is being distributed in India by Maido Enterprises Private Limited, in Japan by MDS Co. Ltd Japan, and in Asia and Europe by Grandlux Limited Singapore

For further images or press enquiries, please review <http://www.haveyoubeentheredonethat.travel> or email pr@haveyoubeentheredonethat.travel

For more information about the Good Design Award, please go to <http://www.g-mark.org/english/index.htm>

